JULIAN MERCER

SENIOR DIGITAL MARKETING MANAGER

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PROFESSIONAL SUMMARY

Senior Digital Marketing Manager with 11 years leading acquisition and retention across subscription businesses. Builds channel investment plans, coaches specialists, and reconciles experiments with unit economics to grow customers within payback and margin limits.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager Jul 2023 - Present
Squarespace, New York, NY

- Directed a $4.2M annual acquisition portfolio across search, paid social, SEO, and lifecycle for a subscription website platform.
- Rebalanced investment using cohort contribution margin, reducing blended acquisition cost 17% while growing new paid accounts 24%.
- Led six specialists and two agencies with quarterly experiment plans, increasing completed decision-ready tests from 12 to 29 per quarter.
- Partnered with Finance on a 12-month payback guardrail, stopping two channels whose attributed revenue overstated incremental value.
- Unified signup, activation, and subscription reporting with Data, reducing disputed channel revenue in monthly reviews by 62%.

Digital Marketing Manager Jun 2019 - Jun 2023
Planet Fitness, Hampton, NH

- Owned a $1.8M annual media plan across 38 regional clubs, increasing qualified membership trials 31% at a stable cost per trial.
- Introduced geographic holdouts for local advertising, separating incremental memberships from organic demand in expansion decisions.
- Built lifecycle journeys around trial attendance and first-month usage, raising trial-to-member conversion from 22% to 28%.
- Negotiated agency scopes and reporting standards, saving $140K annually while preserving creative testing capacity.

Senior Paid Media Specialist Jul 2017 - May 2019
Wayfair, Boston, MA

- Managed search campaigns for three retail categories, improving return on ad spend 23% through feed and query restructuring.
- Created inventory-aware bidding exclusions that cut advertising spend on unavailable products by 81% during peak trading.
- Built weekly profit and conversion reports for category owners, supporting documented changes to bids, creative, and offers.

Paid Media Specialist Aug 2015 - Jun 2017
Groupon, Chicago, IL

- Managed daily search bids and budgets for local-deals campaigns in 12 cities, improving return on ad spend 15% over eighteen months.
- Built weekly keyword and placement reports that helped retire 300 low-converting terms and redirect spend to stronger queries.

CORE SKILLS

Channel strategy | Budget allocation | Incrementality | CAC and payback | Cohort economics | Paid search | Paid social | SEO strategy | Lifecycle marketing | GA4 | Experiment design | Agency management | Team coaching | Forecasting

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

Google Analytics Certification | Google Ads Search Certification